



CD-Interactive.

Television with a
mind of its own - yours.



PHILIPS

TV is never thought-provoking,
not thoughtless.

Compart Disc Interactive (C-D-I) is an exciting new multimedia system for the entire family. It works in hi-vision TV and stereo systems for immersive education, entertainment and information. And, with the C-D-I remote control, you control the action from your armchair.

Based on the familiar Compart Disc, the system combines audio and video with text and graphics and presents information with a flexibility that was previously unknown.

On C-D-I is more, much more. It is interactive! With hi-vision TV, you can see the picture. With C-D-I, you can hear the picture. A revolution in communication.

You control what you see and hear. You plan your own evening meal with a famous chef, rather than ploughing through a tedious cookbook, or discovering all the rights and wrongs of a new acquisition only through an exciting C-D-I loan collection just ready to guide you.

An encyclopedia is often restricted to a "mass of information."

With C-D-I you browse through the contents, exploring and mining for treasure. This method allows you to have interesting-looking facts, captions and even the details, all in back to the original action in conjunction with your journey of discovery.

Television with a mind of its own - yours.

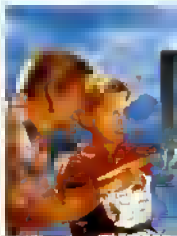
From the production in playback C-D-I in the worldwide standard (that means every C-D-I player will be compatible with every C-D-I disc, regardless of manufacturer).

When you load a C-D-I disc into the C-D-I player, and you'll also enjoy the same perfect sound of digital sound.

American Interactive Media (AIM), a Philadelphia City, is the world's leading developer of C-D-I titles.

Working with renowned publishing giant, Longman, Paul M. Kelly, Gordon Timmons and Petermann's company, the Philadelphia Independent Work shop, AIM is developing a broad range of educational information and entertainment titles.

Many other publishers in the U.S., Europe and Japan will introduce their own titles to the market. With their help, the launch of C-D-I players will be inspired by a wide variety of C-D-I titles.



Some highlights from the C-D-I library: A View to a Sound Story, Alexander, Hans-Johannes, America, The Palm Springs Golf Course, NBC Sports, New York Times.



Home entertainment where it belongs: under your thumb.

CD-I does more than watch. It's a state-of-the-art home hi-fi entertainment center for your entire family that brings a new technology to your fingertips.

Imagine you are watching your favorite CD-I music video on TV. You want to know more about the singer? Call up a video dictionary, or sample from several music videos.

Imagine you'd like to try being the singer.* CD-I can show you the exciting events, provide real life lyrics and help you make your own recording later.

Want to play a round of CD-I golf? This is no unimaginative, noninteractive computer game. real photographs focus from one of hundreds of scenes which form a photographic history to the sport. In a Real Golf course, Call Center. The challenge is up to you. You choose the club, determine the swing direction and come out with a successful or not.

Interested in painting? You could walk through video segments which take you from prehistoric cave paintings to modern art.

Have something more specific in mind? CD-I has personal profiles of your favorite artists, music, important works accompanied by a sound track containing pertinent facts and figures.



Entertainment & Music

If you weary yourself as a high roller, then Casino Gaming is for you. Almost no matter, this is as close as you can get to the gaming palace of Reno, Atlantic City or Las Vegas, without actually going there. An expert coach provides useful inside information.

But only you can decide on how much to wager on the roll of the dice. Or the turn of a card. The excitement of poker, the glamour of roulette, the element of chance—it's all there. And you can play within a budget.

With CD-I you get more out of much. Ladies can be raffish upon your TV screen, they're surrounded with the magnificent. You'll also find concert footage, plus a wealth of information on your favorite bands.

All kinds of music, including the new CD-I files have sophisticated playable on CD-I audio units.

Information

There are 14 numerous and galleries in the Smithsonian Institute. CD-I Information of the Smithsonian lets you explore them all from the comfort of your own armchair. You'll come face to face with all that's best as art, science, history and more. More information, plus you can interact with many exhibits. You can, for example, take

The CD-I Experience

control of a jet plane, turn on the speed and break the sound barrier with "Top Gun." Or find You're in the 1947 flight. An experience indeed.

Education

You meet a huge multicultural puppet called Big Bird for counting lessons. You are two cartoonists called Bert & Ernie in jump out a telephone to tell some jokes. You visit the Count on his coach to play some counting games. This is CD-I: A Visit to Sesame Street seen through the eyes of a child. All the fun, the educational potential of Sesame Street is contained on a single disc. And with These puppet teachers like these giving lessons, even the youngest CD-I user is sure to learn. And learn.

Children, education, entertainment and information are available from many other sources. TV, in particular, is large, makes CD-I and home computers. CD-I is different. You can see this from the descriptions above. It combines the three main elements of information-gathering (learning) teaching and learning in an interactive system. And puts it all under your control. In short, television often usual of the way—again.



Learning becomes fun

It is a fact that most children are not happy bright CD-I gives them the chance to practice

Many children would rather watch TV than read a book. CD-I turns that preference into an educational advantage. Exciting visuals, colours and sound effects for their imagination and encourage them to delve deeply into topics they might otherwise dismiss as boring.

A CD-I lesson is not a long list of facts and figures which must be memorized. Rather, it is an action-packed video sequence that gives a quick introduction to the chosen topic. Facts are laid down on the screen to support the live action. Games, puzzles and cartoon characters create an approach to learning and problem solving.

In the home, CD-I is as popular as the TV, except that it is always on call. The lessons can be given by a teacher, a parent, a friend, or a famous personality – and all can be changed by the hour.

Clearly, such a powerful educational tool will also be useful in the classroom. And those students with a CD-I player at home will be able to take their desks to school and learn with their classmates.

Compact Disc Interactive is a single-disc computer multimedia standard endorsed by the IEC. Philips of the Netherlands, which defines standards related to digital audio, has developed the term for Compact Disc format.

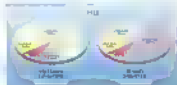
The new CD-I players allow the consumer to interact with the multimedia program by connecting to a standard television and using a remote control. They also play standard CD music discs.

The CD-I system is capable of storing large amounts of interactive data in real time. The result is a combination of perfectly synchronized audio, video and text information.

The total disc capacity of CD-I is shared between the various types of interactive media in video data. For example, 10% of the available disc capacity is required to reproduce compressed audio, quality music.

However, only 6% of the available disc capacity is required to reproduce human speech. High-resolution video reproduction is similarly related to greater amounts of disc capacity, versus less disc capacity for compressed graphics or text.

A wide range of interactive effects and media sources are available, including full motion, full-screen video, animation and virtual realities. In addition, several real-time interactive effects allow for program changes, graphics and playback.



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